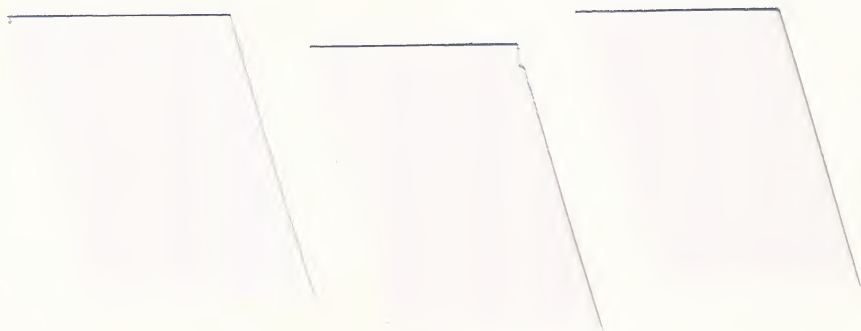


COGITO™ 240-SR...with the unique "floating decimal system."

Touch only the decimal key. Cogito locates the decimal properly
in any calculation and automatically lines up the decimal in accumulation.



FROM SCM MERCHANT

COGITO 240-SR

COGITO 240-SR

The most advanced desk-top electronic calculator ever developed. Split second computations. Simultaneous entries. Full-view cathode tube viewing screen. Split keyboard. 24-digit capacity. Half-sized zeros for visual emphasis of significant digits. And three independent memory banks providing *total recall* of any number in a computation.

With the new SCM Marchant COGITO 240-SR — scientist, engineer, mathematician and statistician all gain the immediate advantage of a compact, whisper-silent electronic desk-top calculator that is so advanced it can actually set its own decimals, compute plus and minus with arithmetic precision and automatically accumulate grand totals and multipliers.

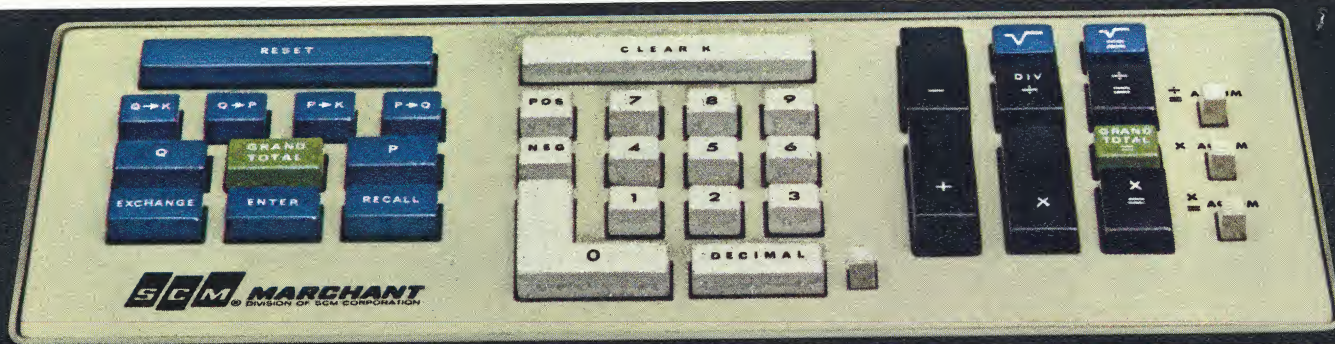
Its three independent memory registers and built-in program can actually develop the ΣX , ΣY , ΣX^2 , $\Sigma 2XY$ and ΣY^2 .

Positive or negative numbers may be directly entered into any of six registers—and transferred from register to register. It is virtually impossible to make a decimal error. COGITO's unique "floating decimal" system locates the decimal properly in any calculation and automatically lines up the decimal in accumulation.

See and compare COGITO 240-SR with any other desk-top electronic calculator. Your SCM Representative will be pleased to arrange a private showing without risk or obligation.



SPECIFICATIONS COGITO™ 240-SR ELECTRONIC CALCULATOR



1. INSTANT ELECTRONIC CALCULATIONS — Solid-state electronic components add, subtract, multiply, divide, store and recall in fractions of a second.

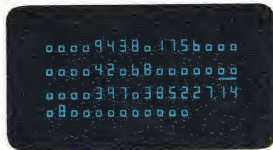
2. SIMPLIFIED KEYBOARD — Basic high-speed 10-key "adding-machine" input. Operating keys grouped to the right for touch operation and ease of operation. Transfer and memory keys grouped to the left for convenience.

3. CATHODE-TUBE VIEWING SCREEN—

Exclusive view control makes all numbers sharp and clear in any light. All entries and results are displayed with their correct arithmetic signs. Half-size zeros permit quick read-out by emphasizing significant figures.

4. TREMENDOUS CAPACITY — Can multiply two 12-digit numbers and display a 24-digit answer. Decimal point is correctly pointed off within a range of 144 decimal places.

5. AUTOMATIC FLOATING DECIMAL POINT — Absolutely no pre-setting is required. Touching the



decimal key automatically points off decimal in entries . . . always gives decimally correct answers.

GRAND
TOTAL

6. AUTOMATIC GRAND-TOTAL MULTIPLICATION — Displays the answers of individual multiplications and automatically accumulates the grand total.

7. THREE STORAGE MEMORIES — Three positive or negative numbers can be stored simultaneously and recalled with their correct sign and decimal as constants in any operation.

8. COMPLETE
TRANSFER
FLEXIBILITY

— All entries or results can be transferred to any register or memory for further use.

9. AUTOMATIC ACCUMULATIVE MULTIPLICATION & DIVISION — Individual multipliers are displayed and are automatically accumulated decimally correct, either positively or negatively.

10. AUTOMATIC SQUARING OR RAISING TO A POWER — No need to re-enter intermediate results. The COGITO gives summation of X^2 , $2XY$, Y^2 , X and Y by accumulating squares and multipliers.

11. SQUARE ROOT — The COGITO 240-SR computes square roots to the 12th significant digit.



12. AUTOMATIC CLEARANCE — No separate clearance operation is required as previous calculations clear automatically. The reset key instantly clears all visual registers without destroying factors in the memories.

13. AUTOMATIC REPEAT OPERATIONS — Addition, subtraction and multiplication are repeated automatically without re-entries or pre-setting.

14. THREE-FACTOR PROOF — Multiplier, multiplicand and answer are all displayed decimally correct. An indicator light identifies answer in all calculations.

15. DESK-TOP COMPACTNESS — Uses only 15 inches by 19 inches of desk space . . . stands just 10 inches high . . . weighs but a light 35 pounds.

16. STANDARD ELECTRICAL REQUIREMENT — The COGITO operates on standard current, using as little electricity as a 100-watt bulb. Rest position on exclusive three-position switch eliminates costly warm-up time . . . permits instant "on" operation.



SCM CORPORATION 410 PARK AVENUE NEW YORK NEW YORK 10022

PAUL J. UEBBING
NATIONAL SALES MANAGER
CALCULATORS

Dear Sir:

If the mathematical computations you make weren't so darned complex, our Slide Rule Tie Clasp shown on the enclosed card would be all you need.

But the numbers your organization wrestles with every day call for a lot more sophisticated calculating equipment than the old fashioned slip stick.

That is why you are one of a limited number of executives and professionals who are being offered the first chance to try out ...

SCM Marchant's COGITO 240-SR
The calculator created specifically for
scientists, engineers, mathematicians and
statisticians - The most advanced desk-top
electronic calculator ever developed

You've read by now -- in Fortune, the Wall Street Journal, and the financial pages of major newspapers -- all about the excitement SCM has stirred up since introducing this keyboard wizard.

And for good reason.

COGITO is the only desk-top electronic calculator with the capacity to handle standard deviation and correlation problems properly. With its split keyboard and three independent memory banks, you can obtain the summation of "x" and of "y" ... or "x²" and "y²" ... as well as "2xy" simultaneously.

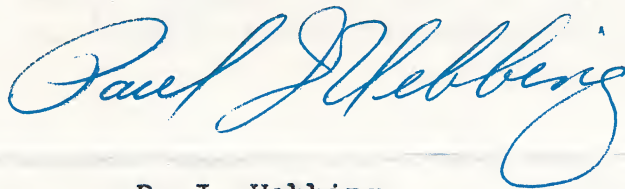
COGITO can handle two 12-digit numbers. And it can present up to 24 significant digits on its easy-viewing cathode tube screen. (Zeros are half-sized to make the significant numbers stand out!)

Satisfied users already include M.I.T., Yale, Wisconsin, Stanford and many others...the U.S. Departments of Labor, Agriculture, and the Interior...Ford, General Motors, Bethlehem Steel, General Electric, and Eastman Kodak.

The enclosed brochure tells you some of COGITO's unusual capabilities. But you should see the COGITO in action. I would be happy to arrange a demonstration at your convenience in your own office. It will take only a few minutes...but may save your organization many thousands of man-hours and dollars.

Just return the enclosed card. I'll take it from there.

Sincerely yours,



P. J. Uebbing
National Sales Manager

P.S. The miniature Slide Rule Tie Clasp that your SCM Marchant Representative will present to you may be of questionable help with your computations...but we guarantee it will hold down your tie...and handsomely, at that!